

PORTAL
USPTO

Subscribe (Full Service) Register (Limited Service, Free) Login
Search: The ACM Digital Library The Guide

THE ACM DIGITAL LIBRARY

 Feedback

ad landing pages and sales
Terms used: ad landing pages sales

Sort results by Save results to a Binder
Display results Refine these results
 Try this search in Th
 Open results in a new window

Results 1 - 20 of 31 Result page: 1 2 next >>

1 Just-in-time contextual advertising
 Aris Anagnostopoulos, Andrei Z. Broder, Evgeniy Gabrilovich, Vanja Josifovski, Lance Riedel
November 2007 CI KM '07: Proceedings of the sixteenth ACM conference on Conference on information and knowledge management
Publisher: ACM
Full text available:  Pdf (374.89 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)
Bibliometrics: Downloads (6 Weeks): 41, Downloads (12 Months): 406, Citation Count: 0
Contextual Advertising is a type of Web advertising, which, given the URL of a Web page, aims to embed into the page (typically via JavaScript) the most relevant textual ads available. For static that are displayed repeatedly, the matching ...
Keywords: text classification, text summarization

2 interactions: Volume 15 Issue 3
 May 2008 issue Volume 15 Issue 3
Publisher: ACM
Full text available:   Pdf (7.95 MB) Additional Information: [full citation](#)
Bibliometrics: Downloads (6 Weeks): 209, Downloads (12 Months): 539, Citation Count: 0

3 Communications of the ACM: Volume 51 Issue 2
 February 2008 issue Volume 51 Issue 2
Publisher: ACM
Full text available:   Pdf (3.89 MB) Additional Information: [full citation](#)
Bibliometrics: Downloads (6 Weeks): 316, Downloads (12 Months): 2233, Citation Count: 0

4 Theory research at Google
 Gagan Aggarwal, Nir Ailon, Florin Constantin, Eyal Even-Dar, Jon Feldman, Gereon Frahling, Monika Henzinger, S. Muthukrishnan, Noam Nisan, Martin Pál, Mark Sandler, Anastasios Sidiropoulos
June 2008 ACM SIGACT News, Volume 39 Issue 2
Publisher: ACM